DOCUMENT RESUME

ED 133 785 CS 501 598

TITLE Public Television Survey; Report 3: Programming.
INSTITUTION Corporation for Public Broadcasting, Washington, D.C.; Statistical Research, Inc., Westfield N.J.
PUB DATE Jan 77
NOTE 30p.; For related documents, see CS 501 596-599

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS Audiences; National Surveys; *Programing (Broadcast); *Public Opinion; *Public Television; *Television Research; Television Surveys; *Television Viewing; Viewing Time

ABSTRACT

This report, the third in a series of four, describes part of a national study commissioned by the Corporation for Public Broadcasting to investigate audience awareness of public television, level of viewing, and reaction to programming and on-air fund raising. Data collected from 1,083 randomly selected adults living in telephone-and-television households assessed satisfaction with programming by both public and commercial television stations and examined respondents' comments regarding the quantity and subject matter of programming. In addition, a discussion is provided of the possibility for "mapping," or delineating audience preferences for one type of programming which extend to other types of programming. Appendixes include a description of evaluation methodology and a copy of the questionnaire used in the investigation. (KS)

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PUBLIC TELEVISION SURVEY

FEBRUARY 1976

REPORT 1: AWARENESS AND VIEWING

REPORT 2: ON-AIR FUND-RAISING

REPORT 3: PROGRAMMING

REPORT 4: METHODOLOGY

STATISTICAL RESEARCH, INC.
111 Prospect Street
Westfield, New Jersey 07090
201 - 654 - 4000

January 1977

CS 501 598

FOREWORD

During February 1976, a national survey was conducted to investigate public television awareness and viewing, and reactions to on-air fund-raising and programming. A description of the conduct of that survey and an analysis of the results have been organized into four reports, each concentrating on one aspect of the study, as follows:

1. Awareness and Viewing
2. On-air Fund-Raising
3. Programming
4. Methodology

All four reports are available from the Corporation for Public Broadcasting, which commissioned the study. The survey was performed by Statistical Research, Inc. of Westfield, New Jersey.

Because the investigation is based on a survey among a sample of persons, rather than among all persons, the data are subject to sampling errors. Moreover, survey results are obtained through particular procedures which are subject to non-sampling errors that may be associated with the type of sample selected, the use of telephone households, the fact that not all designated sample members cooperated, the questions that were asked, and so forth. Therefore, in interpreting these data, the user should give full consideration to the methods used to compile them. Each of the first three reports listed above contains a brief methodological appendix. The reader is also encouraged to review the more comprehensive report devoted to methodology.

PUBLIC TELEVISION SURVEY

REPORT 3 - PROGRAMMING

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PUBLIC TELEVISION SURVEY
FEBRUARY 1976
REPORT 3 - PROGRAMMING

INTRODUCTION

This report is one of four describing a nationwide study of public television awareness and viewing, and reactions to on-air fund appeals and programming.

Purpose

The study was to investigate:

- the level of awareness of public television among the adult population of the United States as of early 1976;
- the level of viewing of public television;
- reactions to on-air fund-raising by public television stations;
- reactions to current programming on television in general and public television specifically;
- perception of gaps in programming that people want to have filled;
- demographics of subsegments of the population identified in terms of their degree of involvement with public television.

Not all of these purposes were assigned equal priority: prime emphasis was on awareness, viewing, and fund-raising rather than on programming. It was intended that the study provide benchmark data against which to track trends in PTV awareness and viewing, and in reactions to on-air pledge campaigns, over time. For that reason, the survey was conducted in February, prior to Festival '76, to obtain a reading independent of the special effects of the major promotional effort of the public television year.

Procedures

Interviews were conducted by telephone with 1083 adults, 18 years of age or older, randomly selected from among all adults living in telephone and television households in the continental United States. In order to include both listed and unlisted telephone households in their proper proportion, a random-digit dial sample was used.

Appendix A provides a brief discussion of sampling procedures, interviewer training and supervision, and variability of survey results. These issues are reviewed in more detail in the fourth report of this series, on Methodology.

Appendix B contains a copy of the questionnaire.

The data which were collected have been tabulated for many subgroups of the population: viewers and nonviewers of public television, people who are aware of their PTV channel unaided and those whose awareness is at a lower level or nonexistent, those who have seen on-air fund-raising appeals and those who have not, viewers who report donations to PTV and viewers who do not, people who have cable television and those who do not, etc. Some of the tabulations are reported in these volumes in some detail; others are touched upon; still others are not mentioned. All tabulations are available at the Corporation for Public Broadcasting.

HIGHLIGHTS OF FINDINGS

Following are some selected findings from this national survey on public television, conducted via telephone interviews in February 1976. These results are discussed in more detail and are documented in the "Findings" section of this report.

People express general satisfaction with total programming on television and even greater satisfaction with PTV programming.

Viewers and nonviewers of PTV react with similar satisfaction to total TV programming. However, satisfaction with public television programming increases with increasing commitment to PTV.

When people are asked if there is too much, too little, or just about enough of each of 15 types of programs on PTV currently, "just about enough" is the most frequent response for 14 types. The exception is nature and science programs, of which there is "too little." Other programs thought to be shown "too little" on PTV by a third or more of the population are documentaries, advice and information programs, movies. and children's programs.

Public affairs and minority programs are least likely to be cited as deficient in quantity on PTV. However, a third of the black population reports insufficient minority programming.

Sports, classical music and opera, and programs of interest to minorities lead in the proportion of people who state they are shown "too much" on PTV.

When asked what kinds of programs they would like to see more frequently on public television, people stress the arts/drama category, particularly dramas/plays/novels and movies. PTV nonviewers tend more than viewers to request action/adventure and situation comedies. PTV viewers tend more than nonviewers to request drama, documentaries, science and health programming, public affairs, and, for past-week viewers, classical music/opera/dance. The PTV viewer and nonviewer, then, may be exerting pressure in opposite directions. The viewer seems to be expressing a need to widen the gap between public and commercial television by stressing the cultural and public affairs functions of PTV. The nonviewer seems to suggest a narrowing of the gap by urging PTV to move closer to its commercial counterpart.

DETAILED FINDINGS

Report 1 of this series dealt with awareness and viewing of public television; report 2 related to PTV fund-raising. This volume reports findings concerning programming.

Satisfaction with Programming

People were asked to indicate their degree of satisfaction with television programming in general and, if they were aware of their PTV channel, either unaided or aided, their degree of satisfaction with public television programming. Their reactions may be summarized as follows:

Reaction	All Respondents- All TV	Respondents Aware of PTV Channel All TV	PTV
Very satisfied	15%	14%	25%
Somewhat satisfied	63	63	47
Not at all satisfied	20	21	5
No answer	2	2	23
Base	(1083)	(928)	(928)

It is apparent that a substantially higher degree of satisfaction is reported with PTV programming than with TV in general. The contrast becomes even more pronounced if those who express no opinion are withdrawn from the base. To do so, however, implies that the nonresponders would react similarly to responders, and, in this situation, nonresponse may be more closely allied with dissatisfaction with PTV programming, i.e., for some it may represent a reluctance to admit distaste rather than a lack of knowledge or opinion.

It might be anticipated that people who view PTV would be particularly dissatisfied with commercial TV, thereby explaining their resort to an alternative. The question sequence in this survey did not provide direct evidence on this point, since respondents were asked their satisfaction with what is available on TV as a whole, not on commercial TV per se; their answer, therefore, may well have taken into account the availability of public plus commercial programming. It is not surprising, then, to note that little difference exists between PTV viewers and nonviewers in their reaction to all TV programming. The proportion of "very satisfied" people is 16 percent among nonviewers of PTV, 17 percent among ever viewers, and 12 percent among past-week viewers.

Degree of satisfaction with public television programming, however, is more clearly related to PTV viewing. The proportion of "very satisfied" people in this question is 10 percent among nonviewers, 27 percent among ever viewers, and 34 percent among past-week viewers.

Whatever degree of satisfaction or dissatisfaction was expressed toward TV in general and PTV in particular, a follow-up question was asked: "Could you tell me why you feel that way?" The following summarizes the responses:

Reaction	All Respondents- All TV	Respondents Aware of PTV Channel All TV	Respondents Aware of PTV Channel PTV
One or more positive comments	28%	27%	44%
One or more negative comments	65	67	20
Noncommittal	14	13	10
No answer	5	5	30
Base	(1083)	(928)	(928)

The open-end questions, like the closed-end, elicit less favorable and more unfavorable response in reference to TV as a whole than to PTV.

Specific comments people make about general television programming may be summarized as follows:

Positive	
Enjoy TV/a program/program type/variety	27%
Other	2
Negative	
Poor quality	27%
Excessive violence/sex, etc.	26
Dislike a program/program type	13
Need more variety	12
Need more of a program/program type	5
Poor scheduling	5
Commercials	5
Other	2

With reference to public television, on the other hand, comments include:

Positive	
Good programming/variety	28%
Good for children	10
Like a program/program type	8
Educational	7
No advertising	1
Other	3

Negative	
Not interesting	8%
Need more variety	8
Dislike a program/program type	3
Other	3

Both positive and negative comments increase with closer commitment to PTV. At least one positive comment is offered by 25 percent of nonviewers, 49 percent of ever viewers, 54 percent of past-week viewers. At least one negative comment is submitted by 12 percent of nonviewers, 20 percent of ever viewers, 26 percent of past-week viewers.

Program Types: Quantity

People who are aware of their PTV channel were asked whether there is too much, too little, or just about enough of each of 15 types of programs on PTV currently. For every type of programming except one, nature and science shows, the predominant response is "just about enough."

Chart 1 lists the program types, indicating the percent of people who report that each type is shown "too much" on PTV. For the most part, only small proportions of the population perceive an excess of programming of the types named. Sports and classical music/opera, which are most frequently reported to be shown "too much," are less likely to be so rated by viewers than by nonviewers of public television. However, viewers are at least as prone as nonviewers to state that minority programs are excessively programmed.

Chart 2 shows the proportions of people who state there is "too little" PTV programming of various types. Nature and science programs are clearly perceived as the category most underrepresented in PTV programming. Although there has been some discussion in the press recently about the dearth of public affairs and minority programming on public television, these are the areas least likely to be considered by the public as deficient in quantity.

Subgroups of the population, however, may differ in their programming priorities. Blacks and others react to the programming questions much like whites. The only significant differences occur on children's programs, where 40 percent of blacks and 20 percent of whites feel there is too little programming, and on minority programs, where 34 percent of blacks and 13 percent of whites report insufficient programming.

Chart 1

Types of Programs Shown "Too Much" on Public Television

Type of Program	Percentage of Population		Percentage of PTV Viewer Subgroups		
			Never	Ever	Past Week
Sports		18%	26%	13%	17%
Classical music and opera		16	23	17	12
Programs of interest to minorities		15	13	15	17
Situation comedies		13	14	11	12
Dramatic plays		11	12	12	11
Variety shows		10	8	10	11
News and events discussions		9	11	10	8
Contemporary music		9	7	9	9
Movies		7	9	7	6
Children's programs		5	4	5	7
Documentaries		5	6	6	4
National and world news		5	6	5	3
Advice and information		5	5	5	4
Local news		4	3	4	5
Nature and science		3	3	7	1
Base: Persons aware of PTV channel unaided or aided; however, "no answers" have been eliminated:		(928)	(279)	(247)	(402)

To be read: Of all people who have heard of their PTV channel, 18% state there is too much sports programming on PTV; of channel-aware nonviewers, 26% report too much programming of that type; etc.

Chart 2

Types of Programs Shown "Too Little" on Public Television

Type of Program	Percentage of Population		Percentage of PTV Viewer Subgroups		
			Never	Ever	Past Week
Nature and science	■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■	50%	45%	43%	56%
Documentaries	■■■■■■■■■■■■■■■■■■■■■■■■	38	27	31	46
Advice and information	■■■■■■■■■■■■■■■■■■■■■■■■	37	37	35	39
Movies	■■■■■■■■■■■■■■■■■■■■■■	36	31	35	39
Children's programs	■■■■■■■■■■■■■■■■■■■■	33	43	23	32
Variety shows	■■■■■■■■■■■■■■■■■■	30	25	33	32
Classical music and opera	■■■■■■■■■■■■■■■■■■	29	24	24	33
Dramatic plays	■■■■■■■■■■■■■■■■	28	22	24	32
Contemporary music	■■■■■■■■■■■■■■■■	28	26	29	28
Sports	■■■■■■■■■■■■■■■■	27	16	32	30
Situation comedies	■■■■■■■■■■■■■■■	26	20	30	27
Local news	■■■■■■■■■■■■■■■	25	26	23	25
National and world news	■■■■■■■■■■■■■	24	20	25	25
Programs of interest to minorities	■■■■■■■■■■■■	22	27	19	21
News and events discussions	■■■■■■■■■■■	20	17	22	20
Base: Persons aware of PTV channel unaided or aided; however, "no answers" have been eliminated:		(428)	(279)	(247)	(402)

To be read: Of all people who have heard of their PTV channel, 50% state there is too little nature and science programming on PTV; of channel-aware nonviewers, 45% report too little programming of that type; etc.

Program Types: Mapping

There is frequent speculation as to whether the potential audience for one type of programming duplicates audience for another type. The "map" shown on a subsequent page provides some insights on this issue.

This computer mapping analysis is based on the numbers of people who stated there is "too little" programming of each type on PTV, and particularly on the extent to which people who reported there is too little of one type reported too little of other types as well. Consequently, where a program type stands alone, relatively few people who cite that type as underscheduled also cite other types. Where two program types are closely positioned, horizontally or vertically or both, there is a strong tendency for people who state one type is programmed too little to respond similarly for the other type. (For a more detailed discussion of mapping analysis, see Appendix A.)

An examination of the mapping suggests the following:

- People who state there are too few PTV programs of special interest to minority groups tend to stand alone in an audience segment of their own.

- Similarly, sports enthusiasts constitute a fairly isolated segment.

- People who report insufficient coverage of national and world news are likely to react in the same way on local news.

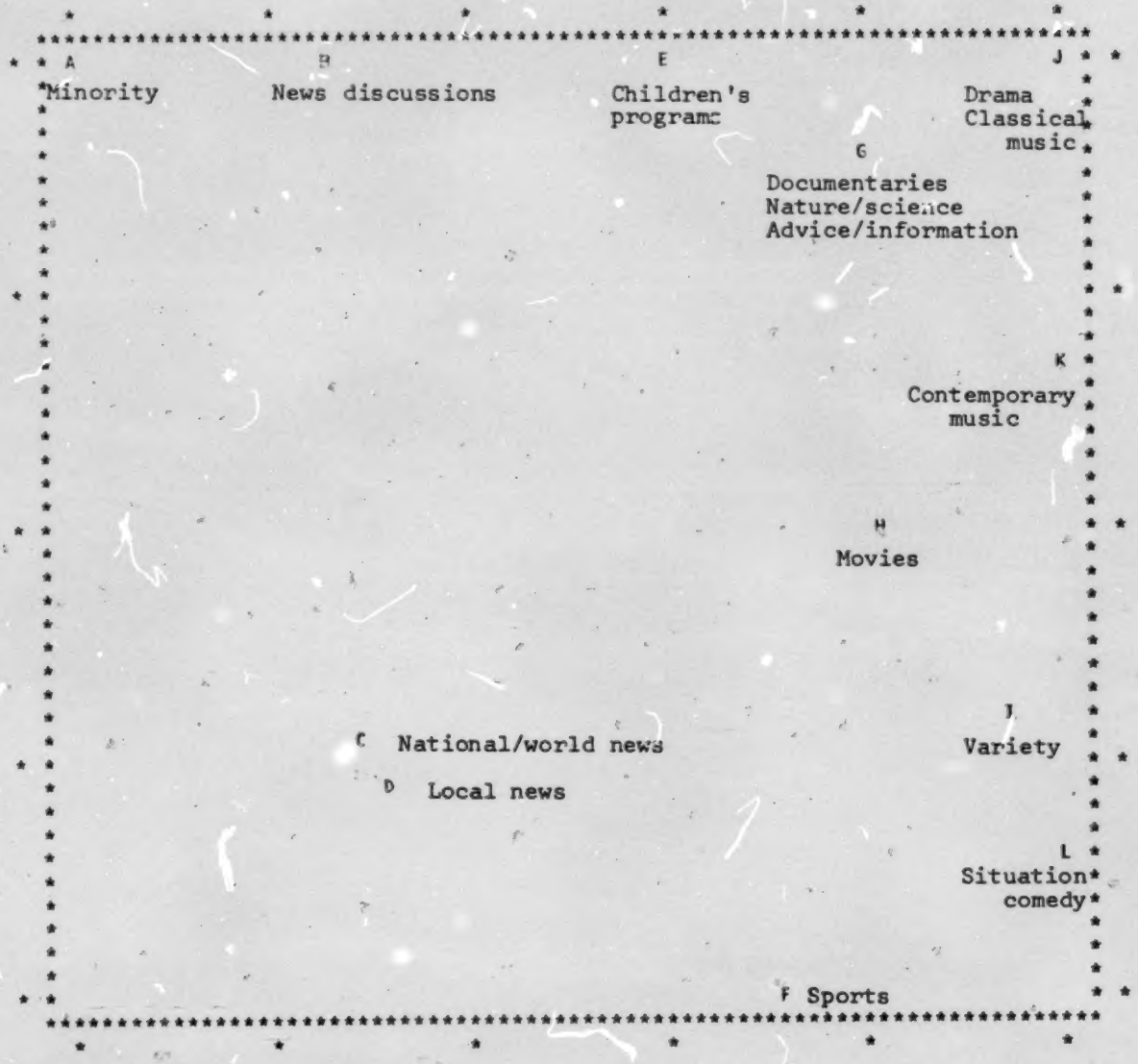
- People who indicate there is too little programming of documentaries, nature and science, and advice and information are so closely associated that the computer has positioned them identically on the map.

- Likewise, those who report too little classical music and opera and too few dramatic plays are identically positioned.

- There appears to be a cluster, perhaps an "entertainment" cluster, at the right of the map which embraces those who perceive a dearth of classical music and opera, contemporary music, variety shows, and situation comedy. If the cluster is permitted to bulge slightly, it will also encompass those who ask for more movies.

MAPPING ANALYSIS - PROGRAM TYPES SHOWN 'TOO LITTLE' ON PTV
MULTIDIMENSIONAL SCALING ANALYSIS

TWO DIMENSIONAL SCALES



Program Types: Need for More

People aware of their PTV channel were asked, "If you had your choice, what kinds of programs would you like to see more of on public television?" The following proportions of respondents who named any program type named at least one in these categories:

- Arts/drama	60%
- Science/documentary	31
- Public affairs	18
- Children's programs	15
- Other	56

Chart 3 shows the specific types of programs that people indicated they would like to see in greater quantity on PTV. The single most frequently requested program type is dramas/plays/novels (25 percent), closely followed by movies (22 percent).

Nonviewers of public television are more likely than viewers to ask for more action/adventure and situation comedies on PTV, whereas viewers are more likely to report a need for more drama, documentaries, science and health programming, public affairs, and, in the case of past-week viewers, more classical music/opera/dance. It may be speculated that nonviewers seek to make public television over into the image of commercial television, while viewers seek to enhance those aspects of PTV which have traditionally distinguished it from commercial television.

Chart 2

Types of Programs People Want to See More of on PTV: Open-End

Type of Program	Percentage of Population	Percentage of PTV Viewer Subgroups		
		Never	Ever	Past Week
Arts/drama				
Dramas/plays/novels	25%	14%	28%	30%
Movies	22	25	19	22
Musicals/contemporary music	16	15	17	17
Classical music/opera/dance	10	7	7	12
Variety/specials	7	10	7	6
Science/documentaries				
Nature/wildlife	15	13	14	17
Documentaries-general	14	7	16	17
Science/health	12	6	10	16
Public affairs	18	13	20	19
Children's programs	15	19	13	15
Other				
Sports	16	18	18	14
Situation comedy	14	19	14	11
Educational	14	12	11	16
Action/adventure	9	13	6	9
Ethnic	2	1	1	2
Home-oriented/crafts, etc.	1	*	1	1
Other	15	15	14	15
Base: Persons aware of PTV channel unaided or aided, with "no answers" and "like PTV as is" eliminated:	(771)	(191)	(207)	(373)

* Less than ½ of 1 percent

To be read: Of all people who have heard of their PTV channel, 25% want to see more dramas on PTV; of channel-aware nonviewers, 14% want more drama; etc.

APPENDIX A

METHODOLOGY

Sample Design

The findings of this study of public television awareness, fund-raising, and programming apply to adults, 18 years of age or older, residing in telephone and television households in the continental United States.

Because of the importance of telephone households not listed in current telephone directories, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing.

At least three attempts were made, in various time periods, to reach each telephone number in the predesignated sample. When a household was contacted, at least four attempts were made to interview the person who was randomly selected from among all adults living in the household. Additional efforts were made by specially trained personnel to convert initial refusals into interviews. Of the predesignated sample, 49 percent were found to be household residences. Among household residences where contact was made, interviews were completed in 75 percent.

Interview Procedures

Interviewing was conducted during February 1976 from the Westfield, New Jersey, and Crystal Lake, Illinois, offices of Statistical Research, Inc. by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews. Interviewers were monitored by supervisory personnel via special equipment which is used solely for training and supervisory purposes.

Variability of Results

All survey results are subject to variations or uncertainties that are a function of (1) the fact that a particular sample was selected and (2) the methods and procedures adopted for the survey and the manner in which they were carried out.

Sampling error, one of the two major sources of variability, is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

In a survey based on a probability sample, such as was used in this study, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Table A-1 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. If all adults residing in telephone/television households in the continental United States were asked precisely the same question in precisely the same manner as was the sample, the probability is 95 percent that the proportion giving a particular response would equal the sample proportion plus or minus two standard errors.

Nonsampling error cannot be measured as precisely, but can only be estimated through methodological research studies or on the basis of judgment. Sources of nonsampling error include exclusion of nontelephone households from the sampling frame, failure to obtain response from all predesignated sample members, possible response error on the part of respondents, interviewer variability, coding and processing errors.

These possible sources of error and efforts to minimize them, as well as other methodological aspects of this study, are discussed in more detail in the fourth report of this series.

Mapping Analysis

Included in the report is a mapping of program types. This mapping is the final output of a computer program which advances through several stages, none of which is reproduced here, but which may be briefly described.

The basic data for the computer analysis are the counts of the number of people who mentioned that each of 15 types of programs are shown "too little" on public television. These counts, technically a "coincidence matrix," indicate the extent to which people respond "too little" to a single program type or to other types as well.

From this basic data matrix a correlation matrix is computed, showing correlations of response on each type to every other type of program. If types tend to be named by the same respondent, correlations will be high; otherwise, the correlations will be low or even negative. Since the mass of relationships among the program types represented by the coincidence and correlation matrices is beyond the ability of the mind to digest, the computer compresses them into scales representing a pattern of interrelationships in two dimensions. These scales are the input to the mappings produced by the computer.

TABLE A-1

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750
5/95	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
10/90	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1
15/85	5	4	3	3	2	2	2	2	2	2	2	1	1	1	1
20/80	6	4	3	3	3	2	2	2	2	2	2	2	2	2	1
25/75	6	4	4	3	3	3	2	2	2	2	2	2	2	2	2
30/70	6	5	4	3	3	3	2	2	2	2	2	2	2	2	2
35/65	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
40/60	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
45/55	7	5	4	4	3	3	3	2	2	2	2	2	2	2	2
50	7	5	4	4	3	3	3	3	2	2	2	2	2	2	2

TABLE A-1
(CONTINUED)

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	800	850	900	950	1000	1050	1100	1150	1200	1250	1300	1350	1400	1450	1500
5/95	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10/90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15/85	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20/80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25/75	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30/70	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35/65	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
40/60	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1
45/55	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
50	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1

The mapping chart represents relative relationships between program types. If types tend to be cited by the same people and so are positively correlated, they are close together on the chart; if they are seldom named by the same people and therefore have lower or negative correlations, they will be further apart. It should be noted that there is no inherent significance in placement to the right or left, "north" or "south"; the significance of positioning lies in distance between program types.

APPENDIX B

COPY OF QUESTIONNAIRE

#9G32: PUBLIC TELEVISION AWARENESS STUDY: JANUARY-FEBRUARY 1976

POSTED INTRODUCTION

I. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION VIEWING. BUT FIRST LET ME VERIFY, IS THIS AREA CODE ____ AND THE NUMBER ___ _____ IN *STATE*?

YES - *ASK Q.II* NO - *VERIFY NUMBER REACHED, TERMINATE, CIRCLE "WN" AS RESULT AND REDIAL CORRECT NUMBER.*

II. THANK YOU. CAN YOU TELL ME PLEASE HOW MANY TELEVISION SETS YOU HAVE IN YOUR HOME?

ONE OR MORE - *CONTINUE WITH Q.III.* NONE - *TERMINATE AND RECORD RESULT AS "SOTV"*

III. NOW, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER TELEVISION VIEWING. IN ORDER TO SELECT THIS PERSON I FIRST NEED TO KNOW HOW MANY PERSONS 18 YEARS OF AGE OR OVER ARE CURRENTLY LIVING IN YOUR HOME?.....DOES THAT INCLUDE YOURSELF? *CIRCLE NUMBER ON CRR CARD, IN SECTION BELOW ATTEMPT #6 LINE.*

IV. COULD YOU TELL ME HOW MANY OF THESE ARE MALES? *RECORD M's ON CRR CARD, BELOW ATTEMPT #6. IF MALE CARD, CIRCLE NUMBER IN RESPONDENT SELECTOR SECTION TO CORRESPOND WITH NUMBER OF MALES.*

V. THEN THERE IS (ARE) _____ FEMALE(S) AGE 18 OR OVER? *RECORD F's ON CRR CARD, BELOW ATTEMPT #6. IF FEMALE CARD, CIRCLE NUMBER IN RESPONDENT SELECTOR SECTION TO CORRESPOND WITH NUMBER OF FEMALES.*

CHECK RANDOM NUMBER ABOVE CIRCLED NUMBER IN RESPONDENT SELECTOR SECTION TO DETERMINE PERSON TO BE INTERVIEWED.

VI. THANK YOU VERY MUCH. THE PERSON I NEED TO INTERVIEW IS _____, *IF PERSON ON TELEPHONE, GO TO Q.1 ON QUESTIONNAIRE. OTHERWISE CONTINUE WITH....*IS HE (SHE) AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM (HER).

YES - *REINTRODUCE PURPOSE OF CALL AND GO TO Q.1 ON QUESTIONNAIRE.*
NO - *ARRANGE CALLBACK VIA Q.VIA.*

VIA. Female: WHAT WOULD BE A CONVENIENT TIME IN THE MORNING OR AFTERNOON THAT I MIGHT CALL BACK TO SPEAK WITH HER? FOR WHOM SHOULD I ASK? *If female unavailable during day, state:* WE WILL TRY TO REACH HER SOME EVENING. *Record "Evening" in callback section.*

Male: WHAT WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH HIM? FOR WHOM SHOULD I ASK?

Record N.Y. time, day, date and name on CRR card.

CALLBACK

VII. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. MAY I SPEAK WITH MR./MISS/MRS. _____, PLEASE? THANK YOU.

IF RESPONDENT COMES TO PHONE, CONTINUE WITH Q.VIII.
IF RESPONDENT IS NOT AVAILABLE, ASK Q.VIA.

VIII. MR./MISS/MRS. _____, I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION VIEWING.

PROJECT #9632: PUBLIC TELEVISION AWARENESS STUDY: FEBRUARY 1976

SERIAL #	ATT'S	INT #	NO. IN HH	PTV: VHF....1 UHF....2 None...3
_ _ _ _	_	_ _ _	_	

1. FIRST COULD YOU TELL ME, PLEASE, WHAT CHANNELS YOU CAN RECEIVE ON YOUR TELEVISION SET? *PROBE UNTIL "NO OTHERS." IF NONE ABOVE CH. 13 ASK:* AND WHAT ABOUT THE CHANNELS BETWEEN 14 AND 83, -- THE UHF CHANNELS -- WHICH, IF ANY, OF THESE CHANNELS CAN YOU RECEIVE?

TAKE NOTE OF ANY PTV CHANNELS APPEARING ON CRR CARD.

Y....1 N....2

2. IS THERE A PUBLIC TELEVISION OR EDUCATIONAL TELEVISION STATION IN YOUR AREA?

Y....1 N....2 DK....9

YES ☐ → 2A. WHAT CHANNEL IS THAT?

DON'T KNOW..... ☐
ONLY CH'S NOT ON CARD.. ☐
1+ CHANNELS ON CARD.... ☐ → *ASK Q2C*

RECORD ALL CHANNELS MENTIONED BELOW

NO.... ☐
DK.... ☐ → 2B. ACCORDING TO OUR INFORMATION, THE PUBLIC TELEVISION STATION(S) IN YOUR AREA IS(ARE) CHANNEL(S) ___. HAVE YOU EVER HEARD OF CHANNEL(S) ____?

YES..... ☐ *ASK 2C*
NO/DK..... ☐ *SKIP TO Q7**

**Except if 1 or 2 channels in 2A not listed on CRR card.--See posted script*

Q2A CHANNELS UNAIDED		Q2B CHANNELS AIDED	Q2C CHANNELS RECEIVED YES	NO	DK	Q2D RECEPTION QUALITY EX	GOOD	FAIR	POOR	DK
_ _ .		_ _ .	1	2	9	1	2	3	4	9
_ _ .		_ _ .	1	2	9	1	2	3	4	9
_ _ .		_ _ .	1	2	9	1	2	3	4	9
_ _ .		_ _ .	1	2	9	1	2	3	4	9
_ _ .		_ _ .	1	2	9	1	2	3	4	9
_ _ .		_ _ .	1	2	9	1	2	3	4	9
		**DO NOT USE LINE IF CH # APPEARS IN Q2A*	*IF NONE RECEIVED, SKIP TO Q7*			Q2E CBS 1	2	3	4	9
YES...1 PART..2 NO....3	MUST BE YES ON 2B	YES....1 NO.....2 NO PTV.3 UNCER..4	1	2	9	1	2	3	4	9
						CBS 1	2	3	4	9

REPEAT Q2C FOR APPROPRIATE CHANNELS IN 2A/2B; IF MENTIONED IN Q1 USE BRACKETED PORTION FOR Q2C.

2C. CAN YOU RECEIVE (YOU SAID YOU RECEIVED) CHANNEL ____ ON YOUR TELEVISION SET?

REPEAT Q2D FOR ALL CHANNELS RECEIVED.

2D. WOULD YOU CONSIDER YOUR RECEPTION ON CHANNEL ____ EXCELLENT, GOOD, FAIR, OR POOR?

2E. WHAT ABOUT YOUR CBS CHANNEL - WOULD YOU CONSIDER YOUR RECEPTION ON CBS EXCELLENT, GOOD, FAIR, OR POOR?

3. HAVE YOU EVER WATCHED ANY PROGRAMS ON CHANNEL ____, THE PUBLIC TELEVISION STATION? YES...1 *ASK 3A* NO...2 DK...3 } *ASK 3A, 3B IF NECESSARY, THEN SKIP TO Q.7*

3A. HOW MUCH DOES THE QUALITY OF YOUR RECEPTION OF CHANNEL ____ AFFECT THE AMOUNT OF YOUR VIEWING OF THE CHANNEL -- WOULD YOU SAY IT AFFECTS IT

A GREAT DEAL.....1 } *ASK Q.3B*
SOMEWHAT.....2 }
OR NOT AT ALL.....3 } *SKIP TO Q.4*
DK.....9 }

3B. IN WHAT WAY DOES IT AFFECT THE AMOUNT OF YOUR VIEWING?

_____ —
_____ —

4. THINKING ABOUT A TYPICAL SEVEN DAY WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DO YOU SPEND WATCHING PUBLIC TELEVISION...WOULD YOU SAY THAT IN A TYPICAL WEEK YOU....*(BRACKETED PORTION)*

5. THINKING ABOUT LAST WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DID YOU SPEND WATCHING PUBLIC TELEVISION, WOULD YOU SAY THAT YOU....

	Q4	Q5	
(DON'T) DIDN'T WATCH AT ALL	1	1	- *SKIP TO Q7*
YOU (WATCH)ED LESS THAN AN HOUR (PER WEEK)	2	2	- *ASK Q6*
ABOUT AN HOUR (PER WEEK)	3	3	- *ASK Q6*
2 OR 3 HOURS (PER WEEK)	4	4	- *ASK Q6*
OR MORE THAN 3 HOURS (PER WEEK)	5	5	- *ASK Q6*
DON'T KNOW	6	6	- *ASK Q6*

6. CAN YOU TELL ME PLEASE, WHAT PROGRAMS YOU WATCHED ON PUBLIC TELEVISION LAST WEEK? ...WHAT OTHER PUBLIC TELEVISION PROGRAMS DID YOU WATCH LAST WEEK?...WHAT OTHERS? *PROBE UNTIL "NO OTHERS"*

		PTV PROG. YES 1 NO 2

7. ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME? YES...1 *ASK Q8* NO...2 DK...3 } *SKIP TO Q10*

8. DO THEY (DOES HE/SHE) EVER WATCH PROGRAMS ON CHANNEL ____? YES...1 *ASK Q9* NO.....2 CANNOT REC.3 DK.....9 } *SKIP TO Q10*

9. WHAT PROGRAMS DO THEY (DOES HE/SHE) WATCH ON CHANNEL ___?...WHAT OTHERS? *PROBE UNTIL "NO OTHERS."*

			PTV YES 1 NO 2

10. NOW I'M GOING TO ASK YOU A FEW QUESTIONS ABOUT PUBLIC TELEVISION IN GENERAL. THERE ARE NO RIGHT OR WRONG ANSWERS; WE ARE JUST INTERESTED IN WHAT YOU CAN THINK OF...

NOW, WHAT DO THE WORDS "PUBLIC TELEVISION" OR "EDUCATIONAL TELEVISION" MEAN TO YOU?...*PAUSE; unless volunteered also ask:* HOW DOES PUBLIC TELEVISION DIFFER FROM COMMERCIAL TELEVISION?

_____ — —
_____ — —
_____ — —
_____ — —

SPEC..1 POSS..2 UNAWARE...3

11. IF WE THINK OF PUBLIC TELEVISION AS CHANNEL__ (A CHANNEL) WHERE THERE ARE NO COMMERCIALS, WHAT IS YOUR IMPRESSION AS TO WHERE PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?...*PROBE:* WHERE ELSE DO YOU THINK PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?

_____ — —
_____ — —

12. PUBLIC TELEVISION STATIONS (LIKE CHANNEL__) SOMETIMES MAKE APPEALS ON THE AIR FOR FINANCIAL SUPPORT FROM THEIR VIEWERS. HAVE YOU EVER SEEN OR HEARD, ON TV, AN APPEAL FOR FUNDS TO SUPPORT THE PUBLIC TELEVISION STATION?

YES...1
NO....2
DK....9

13. HOW DO YOU FEEL ABOUT A PUBLIC TELEVISION STATION APPEALING, ON THE AIR, FOR FUNDS FOR ITS SUPPORT?..*PROBE:* HOW ELSE DO YOU FEEL ABOUT ON-THE-AIR APPEALS?

_____

_____

_____

14. I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE PUBLIC TELEVISION FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *READ LIST, STARTING AT RED "X."*

RED "X"	*STATEMENT*	*STR'LY AGREE*	*AGREE SOMEWHAT*	*NOT AGREE AT ALL*	*DK*
__	A. I WISH THEY DIDN'T HAVE TO HAVE APPEALS ON TV FOR SUPPORT OF PUBLIC TELEVISION, BUT I TOLERATE THEM	1	2	3	9
__	B. REQUESTS FOR MONEY ON TV ARE IMPORTANT IF PUBLIC TELEVISION IS TO SURVIVE	1	2	3	9
__	C. CAMPAIGNS ON TV TO RAISE FUNDS FOR PUBLIC TELEVISION ARE ENJOYABLE	1	2	3	9
__	D. IF PUBLIC TELEVISION IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
__	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC TELEVISION	1	2	3	9
__	F. I SOMETIMES AVOID WATCHING PUBLIC TELEVISION BECAUSE I DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
__	G. PUBLIC TELEVISION SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

15. NOW THAT YOU HAVE GIVEN YOUR REACTION TO SOME STATEMENTS ABOUT FUND-RAISING, IS THERE ANYTHING YOU WOULD LIKE TO ADD ABOUT HOW YOU PERSONALLY FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV? *If appropriate, probe:* HOW ELSE DO YOU FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV?

_____

_____

_____

16. CONSIDERING, ON ONE HAND, THE PURPOSE OF TELEVISED APPEALS FOR FUNDS TO SUPPORT PUBLIC TV AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC TELEVISION?

AGREE.....1
DISAGREE...2
DK.....9

17. NOW, THINKING OF ALL THE TV CHANNELS YOU WATCH, HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO WATCH ON TELEVISION THESE DAYS -- WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR 2
NOT SATISFIED AT ALL 3
DK.....9

18. COULD YOU TELL ME WHY YOU FEEL THAT WAY?..*PROBE:* WHAT OTHER REASONS DO YOU HAVE FOR FEELING THIS WAY?

_____

_____

_____

19. NOW THINKING AGAIN OF PUBLIC TELEVISION, HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO WATCH ON PUBLIC TELEVISION THESE DAYS--WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR..2
NOT SATISFIED AT ALL...3
DK.....9

ASK Q 19A

19A COULD YOU TELL ME WHY YOU FEEL THAT WAY?..*PROBE*..WHAT OTHER REASONS DO YOU HAVE FOR FEELING THIS WAY?

_____

_____

_____

20. THERE ARE MANY DIFFERENT KINDS OF PROGRAMS AVAILABLE ON PUBLIC TELEVISION. SOME PEOPLE THINK THERE IS TOO MUCH OR TOO LITTLE OF CERTAIN KINDS OF PROGRAMS. WOULD YOU TELL ME, PLEASE, FOR EACH KIND, WHETHER YOU THINK PUBLIC TV HAS TOO MUCH PROGRAMMING OF THAT KIND, TOO LITTLE, OR JUST ABOUT ENOUGH. *READ LIST STARTING AT RED X.*

RED "X"	PROGRAM TYPE	TOO MUCH	TOO LITTLE	JUST ABOUT ENOUGH	DON'T KNOW
_	1. DRAMATIC PLAYS	1	2	3	9
_	2. SPORTS	1	2	3	9
_	3. NATIONAL & WORLD NEWS	1	2	3	9
_	4. LOCAL NEWS	1	2	3	9
_	5. DISCUSSION PROGRAMS ABOUT NEWS AND EVENTS	1	2	3	9
_	6. CHILDREN'S PROGRAMS	1	2	3	9
_	7. DOCUMENTARIES	1	2	3	9
_	8. CLASSICAL MUSIC AND OPERA	1	2	3	9
_	9. VARIETY SHOWS	1	2	3	9
_	10. SITUATION COMEDIES	1	2	3	9
_	11. CONTEMPORARY MUSIC	1	2	3	9
_	12. MOVIES	1	2	3	9
_	13. NATURE AND SCIENCE SHOWS	1	2	3	9
_	14. PROGRAMS OF SPECIAL INTEREST TO MINORITY GROUPS	1	2	3	9
_	15. PROGRAMS THAT GIVE ADVICE AND INFORMATION	1	2	3	9

21. IF YOU HAD YOUR CHOICE, WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO SEE MORE OF ON PUBLIC TELEVISION?

_____

_____

_____

_____

22. DO YOU KNOW IF THERE IS A NONCOMMERCIAL PUBLIC RADIO STATION IN YOUR AREA?

YES...1 -- *ASK Q.23*
NO....2 -- *SKIP TO Q.25*
DK....9 -- *SKIP TO Q.25*

23. DO YOU HAPPEN TO KNOW THE CALL LETTERS OR DIAL POSITION OF THAT STATION?

YES...1 _____ *(call letters or dial position)*
ASK, IF NECESSARY: WHAT ARE THEY?

NO....2
DK....9

24. DO YOU EVER LISTEN TO THE PUBLIC RADIO STATION?

YES.....1
NO.....2
DK.....9

25. (IS YOUR TELEVISION SET) (ARE ANY OF YOUR TELEVISION SETS) CONNECTED TO A CABLE TELEVISION SET?

YES.....1
NO.....2
DK.....9

A. THANK YOU. I HAVE ONLY A FEW REMAINING QUESTIONS WHICH ARE STRICTLY FOR PURPOSES OF CLASSIFICATION...HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOME...DOES THAT INCLUDE YOURSELF?

1 2 3 4 5 6+ DK....9

B. WHAT WAS THE LAST GRADE YOU ATTENDED IN SCHOOL?

Grade sch....1 College grad.....5
1-3 yrs. HS..2 Coll. post grad..6
H.S. grad....3 Oth _____.7
Some coll....4 DK/NA.....9

C. AND YOUR AGE IS? *If necessary, read age categories.*

18-21...1 30-44...3 60+.....5
22-29...2 45-59...4 DK/NA....9

D. WHAT IS YOUR OCCUPATION -- THE NATURE OF YOUR WORK?

E. IN WHAT INDUSTRY DO YOU WORK?

F. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?

YES...( ) *(Skip to J)* NO...( ) *(Ask G)* DK...( ) *(Skip to J)*

G. WHAT IS YOUR RELATIONSHIP TO THE CHIEF WAGE EARNER?

H. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

I. IN WHAT INDUSTRY DOES HE/SHE WORK?

J. HOW MANY CARS, IF ANY, ARE THERE IN YOUR HOUSEHOLD?

0.....1.....2.....3+.....DK/NA...9

K. DO YOU OWN OR RENT YOUR HOME?

Own....1 Rent....2 DK/NA....9

L. IS YOUR TELEPHONE NUMBER LISTED IN THE CURRENT TELEPHONE DIRECTORY?

Yes....1 - *ASK N* No....( ) - *ASK M*
DK/NA..9 - *ASK N*

M. IS THAT BECAUSE YOU HAVE RECENTLY MOVED OR DO YOU HAVE AN UNLISTED NUMBER?

Moved.....2
Unlisted....3

N. WOULD YOU DESCRIBE YOUR RACIAL OR ETHNIC BACKGROUND AS:

WHITE...1 SPANISH...3 Oth _____5
BLACK...2 ORIENTAL..4 DK/NA.....9

O. HAVE YOU EVER MADE A DONATION TO PUBLIC TELEVISION, EITHER IN RESPONSE TO A TELEVISED APPEAL, MAIL, OR SOME OTHER KIND OF APPEAL?

Yes....1 No....2 DK/NA....9

P. WOULD YOU ESTIMATE THE TOTAL INCOME OF ALL PERSONS IN YOUR HOME TO BE:

Under $5,000.....1 $15,000-$19,900...4
$5,000-$9,900....2 $20,000 or over...5
$10,000-$14,900..3 DK/NA.....9

Q. SEX OF RESPONDENT

Male.....1 Female.....2

THANK YOU. YOUR COOPERATION HAS BEEN VERY HELPFUL.